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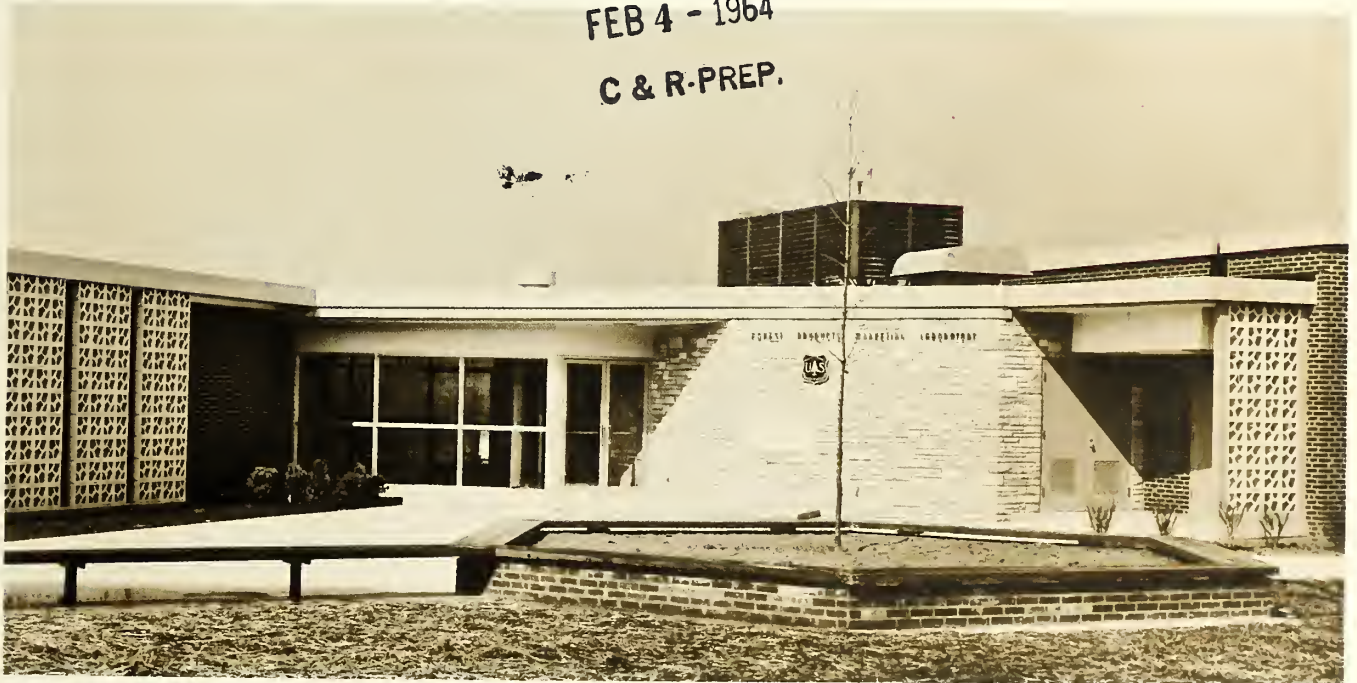
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MARKETING LABORATORY

at Princeton,
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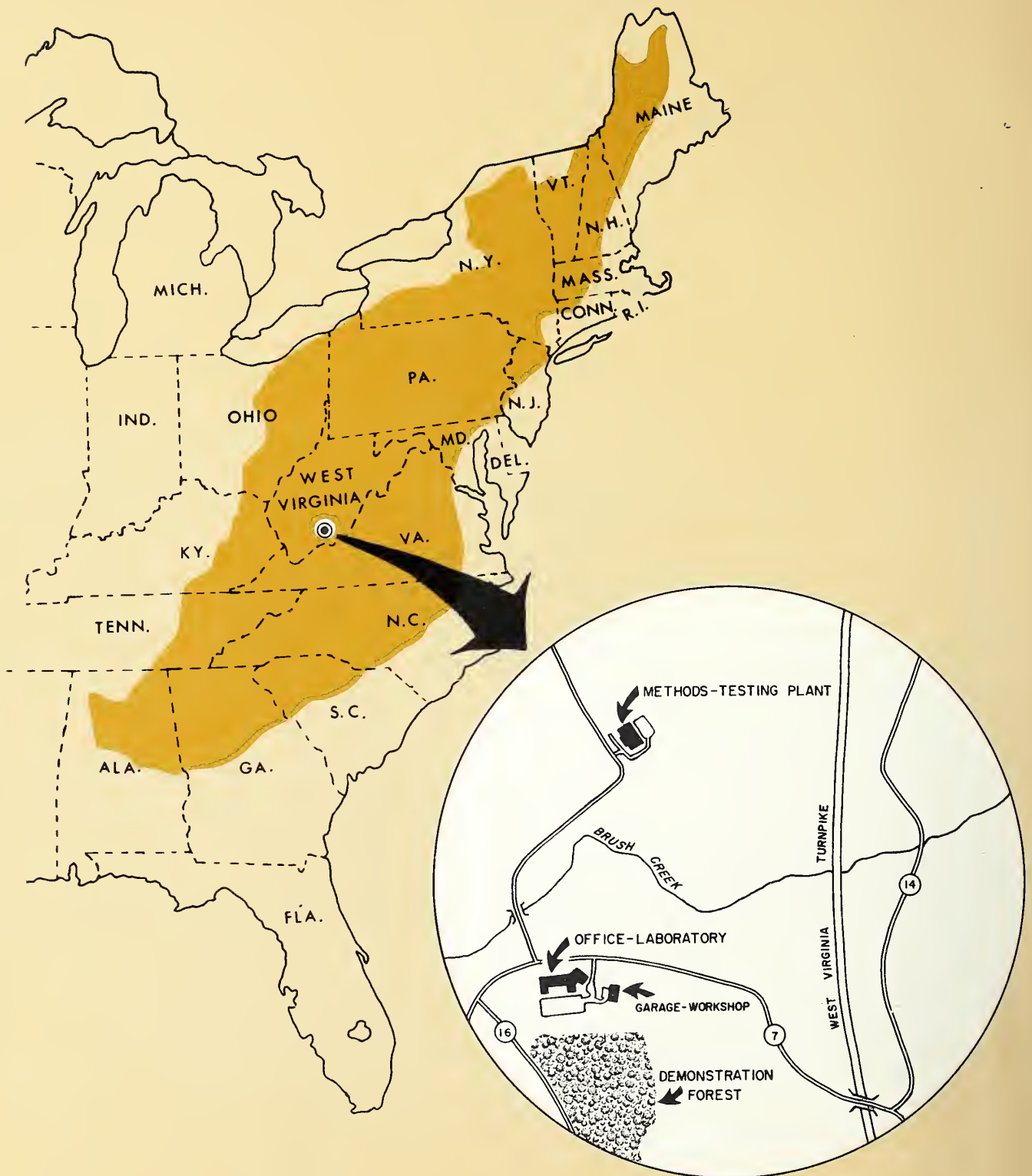


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NORTHEASTERN FOREST EXPERIMENT STATION
FOREST SERVICE, U. S. DEPARTMENT OF AGRICULTURE

5c 1963

THE APPALACHIAN REGION AND THE FOREST PRODUCTS MARKETING LABORATORY



THE LABORATORY

THE Forest Products Marketing Laboratory at Princeton, West Virginia, was established by the U. S. Forest Service for conducting research to find ways in which the forest resource and the forest-based industries can make a greater contribution to the social and economic welfare of the people of the Appalachian Region. The first Federal research facility of its kind, the new Laboratory will be operated by the Forest Service's Northeastern Forest Experiment Station.

The Laboratory is located on 96 acres of flat to gently rolling land donated to the Federal Government by the people of Mercer County, West Virginia. The land contains two tracts, one of 32 acres and one of 64 acres. The main Laboratory buildings occupy the smaller tract, along with a 20-acre exhibition forest. A Methods-Testing Plant is now being built on the larger tract; it will be the central facility in the Laboratory's experimental wood yard.

The main Laboratory building was completed in the fall of 1963 at a total cost of approximately \$450,000 for design, construction, and development of site and facilities. It was designed by the architectural and engineering firm of Zando-Martin-Milstead, of Charleston and Princeton, West Virginia; the builder was Vipperman Construction Company, of Beckley, West Virginia; and the U. S. General Services Administration supervised the overall construction.

The Laboratory building contains 20 offices, a 150-seat auditorium, a library, a staff conference room, a projection and storage room, a lunch room, a soundproof computing room, a photographic dark room, a drafting room, a central clerical room, a file room, a mail room, a first-aid room, and a fireproof vault. The floor space totals 13,000 square feet.

Facilities are provided for a staff of 20 to 25 scientists and an equal number of clerks, technicians, and other supporting personnel. About half of these people will be recruited this year; and staffing is expected to be completed by June 1965.

All the facilities of the new Laboratory are modern, designed to promote efficient operations by the research staff. The main building is completely air-conditioned.

One of the outstanding features is the auditorium. Primarily it will serve as a center for meetings sponsored by the Laboratory in the conduct of its various research programs. But it will also be available as a meeting place for other public and privately sponsored gatherings concerned with the growth and use of forests and with other conservation matters.

Equipment in the auditorium includes a built-in projection screen, blackboard, audio system, and portable rostrum. A projection room at the rear can be used for showing either films or slides. Fifteen lighted display



cases along the walls of the conference room and lobby will contain examples of wood uses and manufacturing processes.

Another prominent feature is the library, which is essential to the research programs planned. The library at the Laboratory has shelf space for more than 3,000 books or 100,000 pamphlets and bulletins. Several hundred books, and about 4,500 pamphlets and bulletins, are already on the shelves, with many more thousands to follow as funds and staff permit.

The use of wood is featured in the design of the building. For example, the laminated beams in the auditorium are made of oak produced by a sawmill in eastern Kentucky, and the walls are paneled in Appalachian cherry. The lobby is paneled in several different hardwoods native to the Appalachian Region—butternut, American elm, red oak, and pecan. The receptionist's area features redwood bricks, a new product. Floors made of beech, maple, oak, and cherry are also featured.



A demonstration forest, located immediately behind the main Laboratory building, is being prepared as an outdoor classroom for students, 4-H groups, woodlot owners, garden clubs, sportsmen's organizations, and others interested in forest management and conservation. The 20-acre forest will demonstrate the multiple-use concept of forest land, including examples of modern forestry practices and utilization. Several trails have already been constructed.

THE RESEARCH PROGRAM

AN important aim of the Laboratory will be to discover ways of increasing markets for different forest products, particularly those markets that use the hard-to-sell lower grades of hardwood material found in greater abundance throughout the Appalachian Region.

The Princeton program will concentrate initially on improving markets for products of the Appalachian highlands, which extend from central Georgia and Alabama to northern New York and Maine. Appalachian hardwoods will have first priority in the research program because about 60 percent of the lumber produced in the 13 states that are partially or totally within the Appalachian Region is of hardwood species. Other Eastern hardwoods and softwoods will have second priority, and all other native-grown commercial woods of the United States will have third priority.

The research program will be divided into four separate but closely related fields of investigation. Each of these lines of research will involve studies in market analyses — fact-finding at first, followed by more complex studies of consumer preferences and the possible deficiencies of wood products that limit their marketability. The fields of investigation planned are:

Marketing Primary Forest Products

Research in this category will be directed toward improving the value and marketability of sawlogs, pulpwood, veneer bolts, and other primary forest products from both commercial-size and smaller woodlands. The results will have direct applications for the 133,000 owners

of small woodland tracts in West Virginia, and for the more than 2,000,000 other forest landowners in states wholly or partially within the Appalachian Region.

Research in marketing primary forest products will be divided into four general areas of investigation: resource analysis, harvesting operations, assembly and distribution, and small woodland products. Staff scientists will strive for better correlation of production facilities with available resources. Their main objective will be to determine improved measures of producing and marketing high-quality products at the lowest possible cost and in the form and condition that best satisfies the market need.



Marketing Primary Wood Manufactures

This area of investigation will be aimed at improving the marketability and utility of lumber, veneer, composition board, residue products, pulpwood, and other primary wood manufactures.

This goal can be reached through improved manufacturing processes, increased product quality, more competitive pricing, better distribution and merchandising, and a better understanding of and correlation with both resources and market outlets. The results of this line of research will have direct application for about 4,500 sawmills and planing





mills in the Appalachian Region — about 500 of these in West Virginia alone.

Marketing Secondary Wood Products

This is a program of research to improve the competitive position and marketability of flooring, furniture, plywood, and other secondary wood manufactures.

This goal can be reached by developing new and improved products, new or more efficient manufacturing processes, better distribution and merchandising methods, and better utilization of the available wood materials. About 150 hardwood dimension and flooring plants and about 1,350 wood furniture plants in the Appalachian Region will benefit directly from this research.

A major part of the program will be to determine and evaluate the factors that now restrict the markets for different secondary wood manufactures. For example: Why has wood been supplanted by other materials in small-boat construction? What are the reasons for the reduction in use of wood for boxes, crates, and pallets? And what must be done to recapture these lost markets?



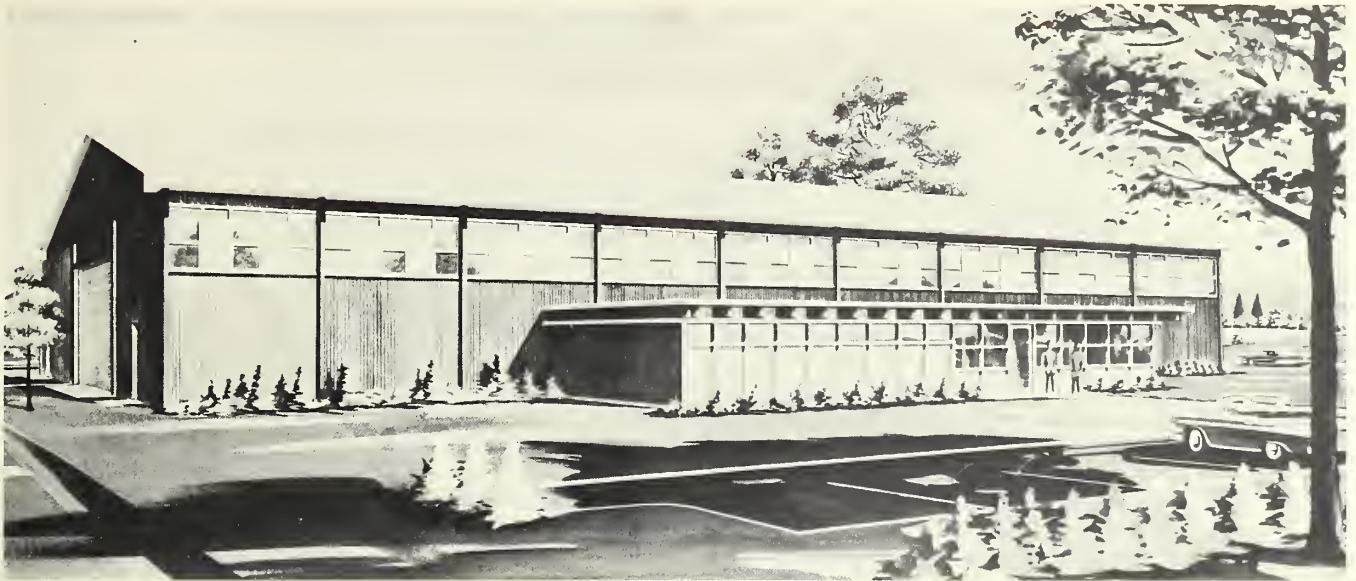
Marketing Wood For Construction

More wood is used in residential construction than for any other single purpose, and the fourth area of initial study includes a program of research directed toward development of ways to increase the marketability and use of wood in residential construction as well as in industrial, farm, public, and other non-residential building.

Factors that restrict the use of wood for construction will be studied and evaluated first; then corrective measures will be determined and evaluated through research investigations. These measures will include the development of new or improved products; better understanding of what consumers want and need; improved building designs and engineering; more satisfactory and more competitively priced wood materials for different construction uses; and improved merchandising and distribution methods.



THE METHODS-TESTING PLANT



THE Methods-Testing Plant, now nearing completion, will be almost as large as the main Laboratory building. Zando-Martin-Milstead also designed this facility; and Rotim Construction Co., of Princeton, West Virginia — under Forest Service supervision — is the contractor. The cost of the Methods-Testing Plant, including site and utility developments, will be about \$200,000. The Plant is expected to be ready for occupancy early in 1964.

Except for concrete foundations and floors, wood is being used almost exclusively in the construction of the building. The large testing room — 10,000 square feet of floor space — is spanned by wooden trusses 64 feet long. The smaller wing on the front will contain two offices, a tool and supply room, and a locker room. The Plant has been designed so that it will be adequate for almost all types of research in wood products.

The Methods-Testing Plant will be an indispensable part of the overall research program to improve the markets for wood products. This Plant will house much of the Laboratory's physical research in the development and testing of improved methods to manufacture, use, and market wood.

The Laboratory will not undertake basic or original research to develop essentially new products or processes. However, products or processes will probably be improved during the testing operations. Products or processes that have been carried through the exploratory stages of development by industrial concerns, other public agencies, or colleges and universities, will be tested at the Laboratory on a pilot-plant basis. After that they will be evaluated for their commercial application at industrial plants.



THE U. S. FOREST SERVICE

THE new Forest Products Marketing Laboratory at Princeton is one of many research facilities operated by the Forest Service, U. S. Department of Agriculture.

The Forest Service is dedicated to the principle of multiple-use management of the Nation's forest resources for sustained yields of wood, water, forage, wildlife, and recreation. Through forestry research, cooperation with the states and private forest owners, and management of the National Forests and National Grasslands, it strives—as directed by Congress—to provide increasingly greater service to a growing nation.



In its land-management functions the Forest Service is responsible for managing and protecting 154 National Forests containing 182 million acres and 19 National Grasslands containing almost 4 million acres. Each year these multiple-use lands produce about 10 billion board feet of timber (nearly a third of the Nation's total), recreation for millions of vacationists, grazing for about 11½ million cattle and 3 million sheep, and watershed protection for numerous rivers and streams upon which an expanding population depends for its water.

Research plays an important role in this program. The Forest Service maintains 10 regional forest and range experiment stations and more than 90 research laboratories of various kinds. The Northeastern Forest Experiment Station, which administers the new Laboratory at Princeton, conducts research in forest management; forest protection against fire, insects, and disease; watershed management; forest utilization; forest resource and production analysis;

forest recreation; wildlife habitat; and forest-products marketing. The Northeastern Station maintains nine experimental forests as outdoor laboratories. Headquarters are at Upper Darby, Pennsylvania, a suburb of Philadelphia.

The Northeastern Station employs about 200 persons; half of these are full-time scientists working, for the most part, at the Station's field units in West Virginia, Pennsylvania, New Jersey, New York, Massachusetts, Vermont, New Hampshire, Connecticut, and Maine.

Although the new Laboratory will be maintained and operated by the Northeastern Station, it will also serve as a regional laboratory in the overall Forest Service research program.

Marketing-research programs are conducted at all 10 Forest and Range Experiment Stations and in Washington, D. C. However, the Princeton Laboratory is the only large-size unit of its type planned at this time. Work at the Laboratory will be closely correlated with the marketing-research projects currently being conducted at the four other eastern experiment stations, and with other research programs under Government sponsorship, in an effort to avoid duplication of effort and to assure efficient use of manpower and research facilities.

An Advisory Committee composed of representatives of the forest-products and related industries, and state and Federal groups, will also serve to coordinate the research effort by reviewing the Laboratory programs and advising the Laboratory staff.

Researchers at the Forest Products Marketing Laboratory will also maintain close contact with college and university forestry schools; with other state, local, and Federal agencies and groups; with industrial associations in the wood-products field, and with wood-industry concerns. Cooperative research in forest-products marketing will be undertaken frequently by the Laboratory and one or more of these cooperators in an effort to determine ways that will enable the forests and wood-products industries to make a greater contribution to the social and economic welfare of West Virginia, the Appalachian Region, and the Nation.

